

## **Program Description/Textbook or Print Instructional Material**

Vendor: Thomson Learning/Course Technology Web Address: www.course.com

Title: Macromedia Studio MX Step by Step

Author: Macromedia Copyright: 2003

ISBN: 0-619-05507-3 Course/Content Area: Vocational and Career Education; Information Technology Program; Web Design and Web Page Design

Intended Grade or Level: 9-12 Readability Level: 9.8 (Flesch-Kincaid)

List Price: 45.95 Lowest Wholesale Price: 34.00

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- Covers web design skills like graphics, page design, websites, drawing, movies, and animation.
- Includes Macromedia graphics, animation, and sound libraries.
- Instructor Resource Kit CD-ROM includes data files, solutions, ExamView testing software and test bank, SCANS, lesson plans, PowerPoint presentations, and much more!

### **Student Experiences**

- Includes web projects that teach essential web development skills in the context of building a website.

### **Assessment**

This new book provides in-depth projects with instruction and practice for courses involving website production with graphics, animation and sound and creation of optimized and interactive web graphics. This text is an excellent addition to any curriculum on multimedia and website design.

Macromedia Dreamweaver MX creates and manages websites and Internet applications.

Macromedia Fireworks MX designs and optimizes web graphics for easy integration into a website.

Macromedia Flash MX creates rich Internet content and applications.

Macromedia Freehand MX creates vector-based illustrations for the web and for print.

### **Organization**

Dreamweaver MX Project

Lesson 1 Learning the Basics

Lesson 2 Working with Graphics

Lesson 3 Creating Links

Lesson 4 Elements of Page Design  
Lesson 5 Adding User Interactivity  
Lesson 6 Managing Your Site

#### Flash MX Project

Lesson 1 Introducing Macromedia Flash  
Lesson 2 Exploring the Flash Workspace  
Lesson 3 Creating a Logo  
Lesson 4 Designing a Home Page  
Lesson 5 Adding Text and Navigation to the Home Page  
Lesson 6 Working with Movie Clips  
Lesson 7 Creating Buttons  
Lesson 8 Motion Tweening  
Lesson 9 Creating an Animated Map  
Lesson 10 Integrating Components and Dynamic Text Boxes with the Animated Map  
Lesson 11 Building the Events Components  
Lesson 12 Video in Macromedia Flash MX (Optional)  
Lesson 13 Publishing a Macromedia Flash Movie

#### FreeHand 10 Project

Lesson 1 Introducing Macromedia FreeHand  
Lesson 2 Working in FreeHand  
Lesson 3 Exploring Other FreeHand Features  
Lesson 4 Designing Scenes for Macromedia Flash  
Lesson 5 Creating Animation  
Lesson 6 Integrating FreeHand with Other Macromedia Web Applications

#### FireWorks MX Project

Lesson 1 Bitmap Editing  
Lesson 2 Selecting, Grouping, and Layers  
Lesson 3 Using Vector Tools  
Lesson 4 Texts, Masks, and Live Effects  
Lesson 5 Creating Buttons  
Lesson 6 Exporting and Optimizing  
Lesson 7 Creating Animated GIF Images

#### **Resource Materials**

##### **Gratis Items To Be Provided And Under What Conditions**

Instructor's Resource Kit Windows (0-619-05508-1) Free 1 per teacher  
Instructor's Resource Kit (Mac) (0-619-18314-4) Free 1 per teacher  
Digital Design Curriculum Guide Instructor's Resources for Multimedia Projects for Macromedia Flash MX, and Dreamweaver (0-619-18285-7) Free 1 per teacher

##### **Available Ancillary Materials**

Multimedia Projects for Macromedia Flash MX, and Dreamweaver (0-619-05514-6)

### **RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate ***“not available”*** in the space.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Multimedia Publishing



<b>Title:</b> Macromedia Studio MX Step by Step		<b>Cost:</b> \$ 34.00	
<b>Publisher:</b> Thomson Learning/Course Technology			
<b>Item Evaluated:</b> Textbook and Software			
<b>Copyright Date:</b> 2003		<b>Evaluator:</b> Stephen Johnson	
<b>Content Level:</b> 9-12		<b>Date of Evaluation:</b> 7/31/2003	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="checked" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Multimedia



<b>Title: Macromedia Studio MX Step by Step</b>		<b>Publisher: Thomson Learning/Course Tech.</b>
Technology Management Summary Data:	20 possible points	_____20_____ points earned
Technology Management Comments:		
Technology Presentation/Interface Summary Data:	40 possible points	_____37_____ points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	40 possible points	_____24_____ points earned
Content Comments:		
Instruction & Management Summary Data	52 possible points	_____46_____ points earned
Instruction & Management Comments:		
Organization & Structure Summary Data	36 possible points	_____29_____ points earned
Organization & Structure Comments:		
Resource Material Summary Data	40 possible points	_____16_____ points earned
Resource Material Comments:		



# **Group V - Career /Technical & Vocational/Practical Living** **Electronic Instructional Media Review Form—Macromedia Studio MX Step by Step—Thomson/CT** **Stand Alone/Independent or Integrated Software for IT Multimedia**



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included with text	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of ____ copies	_____online
DVD	High		In lieu of basal text		
Sound					
Other					

If other, explain \_\_\_\_\_

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments:	<b>Total</b>
	<b>20</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	3
Accessible for special needs students.	2
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments:	<b>Total</b>
	<b>37</b>

Content—IT Multimedia Publishing	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	0
Design a web page using a software package; demonstrate use of basic HTML	4
Use business graphics, paint, draw, image editing programs	4
Demonstrate the ability to use Internet	4
Develop multimedia presentations (e.g., slide shows, audio/video, etc.)	0
Design page layouts using appropriate tools	0
Design and compose effective business publications/documents	4
Use industry standard hardware/software for multimedia publishing (e.g., digital cameras, scanners, video cameras)	4
Know industry terminology associated with desktop publishing, multimedia design, and video production)	4
Apply language rules and proofreader's marks (e.g., style, grammar and spell check)	0
Comments:	<b>Total</b>  <b>24</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideas	4
Engages Students	3
Develops Computer Maintenance Ideas	4
Promotes Student Thinking	3
Assesses Student Progress	3
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	3
Differentiation techniques and activities suggested.	3
Comments:	<b>Total</b> <b>46</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	0
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	2
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	<b>Total 29</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	0
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	3
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	2
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	<b>Total 16</b>

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable